

VISTAS



AMERICA'S BYWAYS®

MAY/JUNE 2010

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Wayshowing Reference Manual Leads New Wayshowing Development Tools For Byways

During the past two years, America's Byways Resource Center has been working in collaboration with David L. Dahlquist Associates, Inc., on research, communication and training that will help byway groups develop effective wayshowing systems. Introductory information about wayshowing has appeared in the Sept/Oct 2006 *Vistas*, as well as at previous National Scenic

Byways Conferences and at the **BywaysResourceCenter.org** website under the Visitor Experience section.

Now, the Resource Center is moving forward with additional initiatives geared toward providing information and references for specific byway audiences involved with wayshowing, such as byway practitioners and planners;

State, Indian Tribe and local transportation officials responsible for signage and right-of-way decisions along byways; and, State and Indian Tribe byway coordinators.

"America's Byways Resource Center is especially pleased to announce that we're finishing a *Wayshowing Reference Manual* for release in fall 2010, and all of our byway audiences will find useful sections in the book," said Curt Pianalto, Byways Specialist for the Resource Center. "This manual will be an easy-to-use yet comprehensive reference guide for developing effective wayshowing on byways."

According to Curt, the *Wayshowing Reference Manual* covers basic concepts regarding wayfinding for those who are new to this important aspect of enhancing byway visitor experiences. Additionally, the book provides technical information, design guidelines and tips for those who are directly engaged in planning and implementing wayshowing improvement. Integration with



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Michelle Johnson, Director, America's Byways Resource Center

Visitor Expectations

One of my favorite family activities is having friends and family for dinner. I love to prepare meals in anticipation of spending quality time with some of my favorite people. I don't even mind cleaning the house (don't tell my husband!). Quite often our fun times are spur of the moment when my husband calls on his way home from fishing or hunting to tell me he's invited people over.

Creating a welcoming environment is as important to us as the meal. The kids get involved by cleaning their rooms, setting the table or helping with dinner, because they love

having company. Our friends know that they will have a good meal and fun times. (There was that one time I burned the wild rice and grouse soup, but it was an exception to an otherwise stellar record.)

It's that time of the year when byways are preparing for their summer visitors and people are making their decisions on summer vacation plans. We all know that welcoming visitors is more complex than making sure there's enough toilet paper in the restroom. You have to consider all the messages you send in your marketing materials, including what the gas station attendant

has to say about the attractions available along the byway. Have you considered what would happen if visitation increased along your byway? Are you ready? What about services and accommodations? How do you manage your advertising so you can manage your visitors? Have you talked with your partners about how the byway's resources could handle additional visitors? And are you working cooperatively to market by having supporting messages and promotional themes?

I'm sure you know who your visitors are and what they want to do along your byways.

Do you also know what your visitors expect from their byway experience? The Resource Center conducted consumer research to help us prepare a national public awareness plan. As we work on developing corporate partnerships to create a partnership marketing campaign, we will need to talk with all of you about visitor expectations for byway travel. Stay tuned to our website for future networking calls.

I'd love to hear your ideas and concerns, over dinner or over the phone. Give me a call.

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Public Awareness Spotlight

Building Public Awareness For America's Byways®

The America's Byways Resource Center is currently working on building a partnership-based marketing campaign based on a public awareness plan and strategy developed in cooperation with FHWA. For a strategy summary and the supporting market research, please visit www.bywaysresourcecenter.org/resources/specialprojects/partnershipmarketing/.

The Resource Center has initiated contacts with companies that are compatible with a road trip experience. Our goal is to develop relationships with companies so they would incorporate the

America's Byways brand into their advertising campaigns. We welcome your questions and comments. Please contact Michelle Johnson (mjohnson@byways.org) or Leah Kohlts (lkohlts@byways.org) at 866-974-6403. ★



America Welcomes Tourism: Travel Promotion Act Of 2009

"Today, America extends a heartfelt 'Welcome' to the rest of the world. The Travel Promotion Act will enhance our nation's status as a premiere destination in the competitive global tourism market and ensure job creation. It is a great example of the innovative solutions government and industry can create when they work together toward a common goal."

– James Rasulo, Senior Executive Vice President and Chief Financial Officer, The Walt Disney Company and Past National Chair, U.S. Travel Association

On March 4, 2010, the President signed the Travel Promotion Act of 2009 (Public Law 111-145) (<http://thomas.loc.gov/cgi-bin/bdquery/z?d111:HR1299:>).

The goal of the Travel Promotion Act is to increase the U.S. share of the market for international travel and maximize the economic benefits of travel and jobs created for the U.S. All sectors of the travel industry stand to benefit from the expected increased visitation. This effort will allow the U.S. to keep pace in the international travel market and increase travel related jobs and revenue.

The Act establishes the Corporation for Travel Promotion as an independent nonprofit corporation charged with promoting U.S. travel. These efforts will be funded by visitors traveling from Visa Waiver Program countries.

For more information on the implementation of the Act, please visit www.ustravel.org. ★

As we noted in a previous National Scenic Byway Foundation article, we have a wiki conversation page about the role of the National Scenic Byway Foundation on the website:

www.bywayswiki.com/mediawiki/index.php/Main_Page

This page is the result of the dialogue initiated at the National Scenic Byways Conference held in Denver last year.

One suggestion from Denver was for the Foundation to provide functions that the National Scenic Byways Program (NSBP) and the America's Byways Resource Center (ABRC) cannot, because of agency constraints. For example, neither the NSBP nor the ABRC can advocate, engage or inform elected officials at the State or national levels about the national scenic byways and the importance of the program to byway communities and byway visitors. The Foundation Board has taken on that role.

Representatives of the Foundation Board met with Congressional leaders in Washington, D.C., who hold key roles on the transportation committees to share our thanks for their support of the byways program, to inform them about the many successes that have occurred on our byways and to request that action be taken to ensure the continuation of the National Scenic Byways Program through the transportation reauthorization process. The delegation also met with U.S. Transportation Secretary Ray LaHood while in Washington. The Foundation delegation was headed by Foundation Chair Teresa Mitchell, Great



Pictured left to right are: Brad McMillan; Anaise Berry; Secretary of Transportation Ray LaHood; Teresa Mitchell, Heather Carmona; and FHWA Administrator Victor Mendez.

It is also important that members of Congress hear regularly from the individual byways at the grassroots level. Please be sure you are sharing your stories with your elected local, State and Federal officials on a regular basis. Be sure to invite them to byway activities, include them on your mailing lists, ask them to assist at celebrations and events, and use those opportunities to let them know how important the byway program is to your communities.

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Lakes Seaway Trail National Scenic Byway, and was arranged by Foundation Director Anaise Berry, Illinois River Road National Scenic Byway. Heather Carmona, Executive Director of Woodward Avenue Action Association, also was a member of the delegation. Brad McMillan, former Chief of Staff to Secretary LaHood when he served as an Illinois Member of Congress, had been instrumental in securing the appointment and participated. More information from those meetings will be forthcoming in future *Vistas* articles.

If you would like to join the Foundation and help us get the byway message out, please contact Dick Haskett at RCRHaskett@comcast.net or visit www.nsbfoundation.com.

See you on the Byways! ★

corridor management planning, ideas for preparing grant requests, exercises to increase local awareness as well as a glossary of wayshowing terms are among the practical topics featured in the manual.

“We wanted to emphasize in the *Wayshowing Reference Manual*, as well as our other new training opportunities, that creating effective wayshowing along byways involves much more than installing logo signage along a route,” Curt explained.

To collectively contribute to safe, enjoyable and meaningful visitor experiences on byways, effective wayshowing for byways can be defined as implementing and sustaining an integrated family of communication media, including:

- ★ Maps
- ★ Travel directions
- ★ Highway guide signs
- ★ Marked byway entrances and exits
- ★ Data and information geared to existing and emerging consumer electronics
- ★ Trained hospitality personnel

Curt added, “A strategic approach to wayshowing can lead to better and more comprehensive communication with visitors. This manual will help to create that strategic mindset.”

More Training Opportunities Ahead

The *Wayshowing Reference Manual* is just one of the wayshowing development tools that America’s Byways Resource Center expects to launch soon for byway organizations. A new Wayshowing Webinar Series begins June 29 with “An Introduction to Wayshowing” (watch www.bywaysresourcecenter.org for registration details). The Resource Center is also creating a listing of specialized wayshowing training and assessments with Resource Center staff.

“This is the culmination of two years of studying wayshowing for

WAYSHOWING RESOURCES

- ★ Don’t miss the upcoming webinar, *An Introduction to Wayshowing*, on June 29. Watch www.bywaysresourcecenter.org for registration details.
- ★ Find more wayshowing articles, tools and publications at www.bywaysresourcecenter.org/topics/visitor-experience/wayshowing/.
- ★ Look for the *Wayshowing Reference Manual* from the America’s Byways Resource Center this fall.
- ★ Read the paper, “Improving The Effectiveness Of Wayshowing For America’s Byways® Using A ‘Visitor’s Eye Perspective’ Concept,” available at www.bywaysresourcecenter.org/topics/visitor-experience/wayshowing/publications/1554.
- ★ Check out the information at the Transportation Research Board, www.trb.org.
- ★ Talk to a Byways Specialist for more information about hosting *Visitor’s Eye Perspective* activities in cooperation with America’s Byways Resource Center.

byways,” said Curt, who joined David L. Dahlquist, Dr. Jean Eells and Dennis Adams in authoring the peer-reviewed paper, “Improving The Effectiveness Of Wayshowing For America’s Byways® Using A ‘Visitor’s Eye Perspective’ Concept,” which appears in the 2010 edition of *The Transportation Research Record: Journal of the Transportation Research Board*.

“A significant observation behind our work is that byway practitioners may be habituated in their perception of their wayfinding information provided to byway travelers,” said Curt.

Certainly, byway providers need intimate geographic knowledge to effectively conserve, plan, promote and interpret the intrinsic resources of a byway. However, Curt and his cohorts have found that the byway leaders’ in-depth knowledge, often shaped by frequent, habitual driving experiences on their byways, can hinder them in developing effective wayshowing materials. “In other words, byway providers should take a *Visitor’s Eye Perspective* when assessing the quality and effectiveness of their wayshowing products,” Curt noted.

Visitor’s Eye Perspective activities, which America’s Byways Resource Center has tested and conducted with organizations across the country, include:

- ★ Good Trip–Bad Trip Exercise
- ★ Downloadable Map Exercise

- ★ Front Seat–Back Seat Exercise
- ★ Byway Visitation Assessment Exercise

Each of these activities can help a byway organization find a fresh and enlightening perspective of the byway’s traveler information materials. Details of these activities can be found by reading the paper, available online at www.bywaysresourcecenter.org/topics/visitor-experience/wayshowing/publications/1554, or by contacting your Byways Specialist.

From the new *Wayshowing Reference Manual* and the correlated Wayshowing Webinar Series to a variety of online resources, an expanding collection of robust information and training opportunities will help byway providers to develop effective wayshowing systems for their unique routes. And, as always, the Byways Specialists at America’s Byways Resource Center are here to help, too.

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TRANSPORTATION RESEARCH BOARD (TRB) PROVIDES VALUABLE INFORMATION FOR BYWAY PROVIDERS

Byway organizations have access to an immense transportation knowledge resource in the Transportation Research Board (www.trb.org). At the site, visitors can find information on the latest transportation insights related to safety, policies, and planning for multiple transportation modes, but one area specializes in highway data. Simply click the highway icon from the home page of the website.

According to the TRB website, “TRB is one of six major divisions of the National Research Council—a private, nonprofit institution that is the principal operating agency of the National Academies in providing services to the government, the public, and the scientific and engineering communities. TRB’s varied activities annually engage more than 7,000 engineers, scientists, and other transportation researchers and practitioners from the public and private sectors and academia, all of whom contribute their expertise in the public interest by participating on TRB committees, panels, and task forces.”

For questions about anything related to transportation, TRB is one of the online resources loaded with answers. Check it out!

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A beach cleanup at the River to Sea Preserve concluded with an aerial flyover to photograph the participants and their garbage bags. The aerial art for the day was the "O," symbolizing Friends of A1A's love for the ocean by keeping it litter free.



"O" WHAT AN ENVIRONMENTAL DAY AT THE FRIENDS OF A1A FAIR

More than 500 St. Johns and Flagler County byway travelers and residents turned out on May 1 for the Friends of A1A Scenic and Historic Coastal Byway first annual Environmental Education Fair at Marineland that featured interactive workshops, storytelling, entertainment, a large beach cleanup and some 50 vendor displays and exhibits.

The goal of the day was to show the important role that people have in preserving and protecting the coastal corridor through community activism. The purpose of the event was to educate the public about the A1A Byway's coastal environment and its many unique resources, from nature, scenic conservation and recreation to the historical, cultural and archaeological aspects of the byway.

Participants at the free daylong event learned about all aspects of the 72-mile byway, such as its seashells, birds and endangered wildlife, including the right whale and sea turtles. Marine archaeology and other historical elements of the byway were also featured, as were tips on how to create backyard habitat for wildlife. Audiences enjoyed the speakers and hearing nature's sounds on flutes, seashells and guitars. Some

participants even kayaked along the scenic Matanzas River.

Adults and children who attended the event said that by the end of the day, they knew more about the coastal environment than when they arrived, according to A1A Administrator Sallie O'Hara.

"People told us that what they learned made them think about changing their behavior, such as more recycling and considering the environmental effects of plastic water bottles," she said.

The keynote speaker was Michael Klubock, Executive Director of the Malibu Foundation for Environmental Education, who conducted an interactive workshop about ways people—including children—can protect their environment and become good stewards.

After his presentation, Klubock led the group on a beach cleanup at the River to Sea Preserve, which concluded with an aerial flyover to photograph the participants and their garbage bags. The aerial art for the day was the "O," symbolizing Friends of A1A's love for the ocean and commitment to help it litter free.

Upon returning, the Black Raven Pirates led the group on a treasure hunt that allowed participants to

win prizes, such as a one-night stay for a family at Hammock Beach Resort; tickets for two for the Dolphin Discovery at the Conservation Center; family of four admission to the Black Raven Pirate ride; two-night stays at Fairfield Inn and Courtyard by Marriott; a Solar Fit energy home consultation; and more.

Frank Gromling, a Commissioner for the Town of Beverly Beach, served as the Master of Ceremonies. Town of Marineland Mayor Jim Netherton, Flagler Beach Commissioner John Feind and Friends of A1A President Barbara Jenness participated, too. Among other officials attending were Mayor Alice Baker of Flagler Beach, St. Johns County Commissioner Ken Bryan and Flagler Beach Commissioner Joy McGrew. Senator Bill Nelson sent a letter of encouragement for the day's purpose.

Members of the Friends of A1A's Crew of 72 also attended. This group was created for the Friends of A1A's premiere leadership and support partners, and is limited to 72 members—one for each mile of the byway. Crew of 72 participants at the Fair included Jane Culpepper, Charles Helm, Anne Wilson, Carole McCleery, Town of Beverly Beach, Dolphin

Conservation Center and Jenness. Memberships are still available and are reasonably priced from a range of \$1,000 to \$5,000.

Sponsors of the event included the Florida Coastal Management Program; National Oceanic Atmospheric Administration; Hammock Dune Resort; Dolphin Conservation Center at the Town of Marineland; WNZF/ Beach 92; Solar Fit; University of Florida Whitney Laboratories; WFOY/ESPN; Black Raven Pirates; and Just Aerials-Yacht Shots.

Friends of A1A Scenic and Historic Coastal Byway is a nonprofit organization that protects, preserves, and enhances resources along the byway. This citizen's advocacy group partners with municipalities, governmental agencies and other civic groups to maintain and improve resources along the corridor. Friends of A1A has been conducting at least two beach cleanups per month for the past year and encourages other organizations to do the same.

To find out more about the Environmental Education Fair or other activities of the Friends of A1A Scenic and Historic Coastal Byway, please contact Sallie O'Hara at 904-540-0402. ★

RAINY DAY BYWAY PARTNERS

by Robin Gyorgyfalvy, Landscape Architect and Scenic Byways Program Leader, Deschutes National Forest

Have you been saving for that rainy day? For scenic byways, acquiring enhancement funds is often a very challenging and no-guarantee proposition. When Federal grants or agency funds are scarce, there may be byway partners in your community that can assist you in ways you never imagined. If you have been taking steps to create and nurture community partnerships for your byway, you may be surprised by the positive support you could receive. Honoring and acting upon the grassroots nature of your byway

may prove to be one of the best ways to sustain your byway through times like today's economic and political climate.

In 1998, the Cascade Lakes Scenic Byway received its national designation and initiated partnership support from the Bend Visitor & Convention Center, its marketing partner, and the Bend Chamber of Commerce, representing the local business community. This quickly expanded to include Central Oregon Visitors Association, the Northwest Interpretive Association, and Wilderness

Associates, representing tourism, interpretation and conservation. These partners were there to fund and distribute the first byway brochure and to also fund subsequent reprints. As a result of these early partnerships, the byway was promoted to many visitors and its brochure became one of the most popular pieces of information for learning about the Cascade Lakes Scenic Byway and Central Oregon.

In 2000, the Ray Atkeson Wayside, the byway's very first interpretive site funded through an FHWA scenic byway grant, was created

with community partnerships, including Mt. Bachelor Ski Resort and Tye Engineering, a local engineering firm that donated AutoCAD drawings. The Bend community began to take notice of this new national scenic byway designation for its historic and formerly red cinder road to the high country and volcanic wilderness. Partnerships were key to the success of this early enhancement.

In 2004, a FHWA grant through the Oregon Forest Highways Enhancement Program was awarded to create key interpretive sites orienting visitors to the byway and to restore a historic guard station site at the heart of the byway. In addition to creating more visibility for the byway and opportunities for conservation education at selected viewpoints, the grant also provided funding to update and redesign the byway brochure.

In 2006, a byway community volunteer group was formed to give the byway a strong connection to the community and additional expertise in marketing, education, funding and strategic visioning. A grant for planning included training funds for this group of byway community volunteers to attend the 2009 National Scenic Byways Conference in Denver, Colorado and to also attend a 2010 Rogue-Umpqua Scenic Byways Workshop in Canyonville, Oregon.

By 2009, the completed enhancements and improvements have resulted in greater byway visibility, a stronger identifiable image, and more interpretive sites at viewpoints on the Cascade



Elk Lake Guard Station with byway volunteer and interpreter Pat Cohen.



A visitor at the Ray Atkeson Wayside.

Lakes Scenic Byway. In addition, the new colorful and larger format byway brochure was launched with a few extra features. A Tour of Interpretive Sites map showcases 16 selected interpretive sites and each of the 14 Cascade Lakes is described in terms of unique qualities and available amenities. Interpretive panels in the brochure describe the byway's values and special characteristics. All together, the interpretive sites and the Cascade Lakes make up

a highly valued and unforgettable "String of Pearls" journey along the byway.

The next step in saving for that rainy day was the opportunity to engage several more byway partners through the publication of the new brochure. All of these partners worked together to provide updated information and an easy-to-read map for visitors coming to Central Oregon. There are now 17 byway partners representing the economic,

environmental, cultural, arts, conservation and interpretation, tourism sectors of the community. There is also tribal representation from the Confederated Tribes of the Warm Springs Reservation through their Museum at Warm Springs.

All of the Chambers of Commerce throughout Central Oregon have come together to create a regional partnership through the byway. The business communities of several rural towns can now promote themselves as gateways to the byway through this incredible and strategic partnership. These byway partners have all committed to distributing the new brochures from their offices and to collaboratively contribute for future reprints.

As for the future of the Cascade Lakes Scenic Byway, it does look a lot sunnier because of these rainy day byway partnerships. A welcome station is proposed for the scenic byway. With planning and training funds awarded in 2008, the byway has updated its Corridor Management and Interpretive Plan, completed an

environmental assessment for the welcome station, and begun to sustain its byway organization through workshops and training for the byway community volunteers. A scenic byway open house was held in 2009 asking the community what kind of interpretation and conservation education they wanted to see on the byway and creating more interest from potential partners.

The interest generated in the byway from these early and ongoing partnerships has resulted in more support and ideas from the local community. Some of these partnership ideas are to sponsor interpretive sites; an audio-video tour with script, footage and production from a local radio station; possible sharing of space on the byway to provide byway information; and support from a nonprofit recreation foundation to create respectful recreation actions for the byway.

Remember.....it's never too late to start saving for that rainy day.

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A family visits the North Gateway Interpretive Site.



FIELD NOTES

By Wayne Gannaway, Byways Specialist

Coping with Cutbacks

The spring thaw and promise of summer brings with it hopes for renewed energy, a chance to reconnect with the outdoors and, for some, optimism for better economic conditions. While some economic observers suggest the recession is over and economic recovery is underway, others are more cautious about forecasting growth anytime soon. Regardless of how economists and pundits line up in their prognosticating, byway leaders in the nonprofit and public sector know that the funding environment they counted on just a few years ago has changed dramatically and, perhaps, permanently.

While the ground was still frozen in Minnesota, byway leaders and staff from several Minnesota byways met at the headquarters of the America's Byways Resource Center in Duluth to attend a Center-sponsored workshop entitled "Coping with Cutbacks." (Visit the webcast at: www.bywaysresourcecenter.org/topics/finances/fiscal-management/tools/1491/.) The daylong workshop was team taught by Emil W. Angelica, a nonprofit management consultant with the Community Consulting Group, and Curt Pianalto, Byways Specialist with the Resource Center. Tackling financial planning and partnership building respectively, the two instructors provided distinct but complementary strategies to help byway organizations to cope with difficult economic conditions.

Drawing on his background in nonprofit management, including working with the Wilder Foundation providing technical assistance to organizations in the areas of strategic planning, governance and fundraising, Emil began the workshop by stating that the nonprofit sector is now in an environment of change. In such times, organizations have the choice to hunker down and focus on what has worked in the past, or to do something different or maybe even something bold. According to Emil, bold organizations are more likely to attract resources from funders; they demonstrate boldness by *making a difference, demonstrating their relevance and implementing change.*

How does a byway leader know when the time is right for change? Paraphrasing a formula, $CHANGE = (D * V * 1st) > C$, developed by Harvard scholar, Michael Beer, Emil stated that change happens when dissatisfaction with the present situation coupled with a vision of how things could be different and knowing the first step to bring about the change is less than the perceived cost of staying in the present situation. Put another way, the opportunity for change is best when the cost of doing nothing is no longer tenable, on the one hand, and on the other hand, the byway leader has a vision for how things could be different and has the first step for getting there.

Change may come in many forms: cutting, adding or expanding a program; identifying a broader

range of grant funders; partnering or collaborating with other organizations; or, for some nonprofits, closing down. Bold action, however, must be done thoughtfully. Emil reviewed critical steps toward that goal, beginning with taking stock of your organization. A byway organization that knows its strengths and weaknesses can more effectively adapt to change and take advantage of emerging opportunities. Armed with self-knowledge, the byway organization can engage in financial scenario planning and develop strategies that can lead the way to productive adaptation to a changing environment.

To get a taste of this planning method, the workshop participants broke up into groups to "fast forward" scenario planning tools. One such tool, the money-mission matrix, helps the byway leader and staff to plot out and analyze the relative value of particular programs relative to their cost, revenue-generation and relationship to the mission. Analyzing their programs from the standpoint of costs and revenues, as well as the importance to their mission, the participants had a start on financial scenario planning for their respective organizations.

Although many byway organizations could benefit from analyzing their programs from the standpoint of the money-mission matrix, often the answer lies with potential partners. In fact, many byway leaders are on firm ground when it comes to working

with others, because they are so involved in their communities (not to mention that many are also highly extroverted).

Nevertheless, the workshop participants were excited to learn about a new tool developed by the America's Byways Resource Center that offers a systematic process for brainstorming, analyzing and initiating partnership opportunities. While there is no shortage of exhortations from gurus and funders about the importance of developing partnerships, step-by-step guidance for effectively doing so is harder to find—until now! The Resource Center has developed and refined this strategic partnership tool based on years of experience working with byways across the nation. To learn more about the strategic partnership planning process, see Curt Pianalto's article, "The Strategic Partnership Workshop: Re-energize Your Future," in the January/February 2010 *Vistas*.

A webcast of Emil Angelica's portion of the workshop, as well as his presentation, can be found on our website at www.bywaysresourcecenter.org/resources/podcasts/.

Download the companion workbook to use during the webcast or for your byway organization's planning.



Goodbye, Scott Sufficool



Scott Sufficool

America's Byways Resource Center recently announced that Scott Sufficool, Tribal Liaison since May 2007, resigned from his position, effective April 23, 2010.

Sufficool, who has been instrumental in conducting outreach, partnership building and education to Indian tribes about the opportunities available through the National Scenic Byways Program, has accepted a senior-level management position with the Bureau of Indian Affairs-Midwest Regional Office at Fort Snelling, Minnesota.

"It was a difficult decision to leave the America's Byways Resource Center," said Sufficool. "The past three years have provided me with the great honor to work and befriend so many incredible people. I intend to continue the great relationships that I have had the good fortune to develop. My advocacy for all your work will continue well into my future."

Ed Hall, Transportation Specialist with the BIA, said, "The establishment of the

Tribal Liaison position was landmark for America's Byways Resource Center, and the fact that a person of Scott Sufficool's caliber was the first to hold that position has set a standard hard to match. Scott gave us a great advantage to build from in introducing tribes to the National Scenic Byways Program. I wish him well and am glad he will be joining us in the Bureau of Indian Affairs."

One of Scott's many contributions to the National Scenic Byways Program was the successful planning, coordination and delivery of *Our Native Pathways: Byway Opportunities for Indian Tribes* meetings across the country.

"I have had the good fortune of getting to know and work with Scott for the past three years as we conducted these workshops," said Cindi Ptak, National Program Manager for the National Scenic Byways Program, FHWA. "It quickly became clear to me that the success we've had was in no small way measured by Scott's passion and recognition of the opportunity the National Scenic

Byways Program presented to Indian Country. This really speaks to Scott's vision, not just his skill and expertise, and is directly attributable to the increase in Native participation in the National Scenic Byways Program that we are only now beginning to see. I wish Scott nothing but success in his new position at the Bureau of Indian Affairs."

Resource Center director Michelle Johnson added, "Scott has made great strides in strengthening the partnership between the America's Byways Resource Center and tribal governments participating in the National Scenic Byways Program and enhancing coordination and communication between tribal governments and Federal land management agencies, State governments and community partners."

Michelle continued, "We thank him for the vision and dedication he brought to this important position, and look forward to continuing the good work that he began."



- ▶ **Byway Projects Database:**
www.projects.bywaysresourcecenter.org/
- ▶ **Universal Design for Byways: Preparing for Our Future:**
www.bywaysresourcecenter.org/events/workshops/

LATEST WEBCASTS:

- ▶ *Advanced Corridor Management Planning (Modules I – V)*
- ▶ *Universal Design for Byways*
- ▶ *Social Media for Byways*

UPCOMING WEBCASTS:

- ▶ *Introduction to Wayshowing – June 29*
- ▶ *Getting Started on Capital Improvement Projects – July 1*
- ▶ *Re-Evaluating Your CMP – July 15*

Dates are subject to change. Watch www.bywaysresourcecenter.org for course descriptions and registration information.



Help build awareness of the America's Byways, connect with other byway organizations, and stay updated on the latest learning opportunities via Facebook. **Look for America's Byways Resource Center at Facebook today.**

Developing An Understanding Of Property Rights Concerns

Several byways across the country have had to deal with property rights concerns with some pretty drastic consequences. For example, the Tamiami Trail National Scenic Byway in Florida and more recently, the Dry Cimarron in New Mexico and Oklahoma, were de-designated because of the issue. For other byways, property rights concerns have been significant in the byway management approach.

Today, there are a number of organizations that work to maintain private property rights (see resource listing below). Many of these groups view Federal oversight and designations as a detriment to individual rights as private property owners. National parks, monuments, National Heritage Areas, all managed at the Federal level, are seen as threats to local management and control. Designation as a National Scenic Byway is also viewed as a form of Federal control and oversight or at least as a consideration for future Federal control and management.

This article is intended to share viewpoints, case studies, and references on all sides of this issue. The intent of the article is to lead to discussions and knowledge

sharing between byway peers regarding property rights concerns.

One Byway's Perspective

To develop a better understanding of property rights concerns and to learn how a byway can play a significant role at the local level to manage expectations, Resource Center staff talked with the Lakes to Locks Passage National Scenic Byway. When the concept of the Lakes to Locks Passage first became a point of discussion in upstate New York, several individuals opposed the designation. Business owners in a small community had been at odds with the State over signage and they felt that a Federal designation would further erode their use of their property. Janet Kennedy, Executive Director, Lakes to Locks Passage, was familiar with their concerns and developed workable strategies that allowed for the designation while addressing property rights concerns. Here's a summary of their practices:

The Corridor Management Plan for the Lakes to Locks byway doesn't address zoning or scenic resources. Byway leaders decided that zoning and land use management was best left to the

communities responsible and that any byway efforts would be best supported by focusing on local management and decisions.

The byway assesses the landscape for the story and the role the landscape plays in history and development, instead of the scenic value. This allows the byway to take into consideration the impact of geography on history and development and allows for the potential to find stories to interpret and share with visitors.

The byway organization supports local control, management and decision making. The byway is rarely in the lead on development or regulatory issues. Instead, communities take the lead on zoning and land-use decisions and the byway's corridor management plan is used as supporting documentation. For example, the byway group has been asked to offer its opinion of a permit to construct a gravel pit along the byway; instead of taking a position, the byway organization deferred to the local government entity responsible for issuing the permit. The byway group responded in a similar fashion when asked if it would

weigh in on the construction of a cell tower: the group referred to the corridor management plan as a source of information.

Resource management is the responsibility of the communities. The primary work of the byway organization is to support local entities and empower them to make decisions. Supporting healthy, viable and sustainable communities with clear and strong missions and visions will allow for strong management of the resources that benefit everyone. Strong communities with working landscapes will allow them to be viable and the resources will take care of themselves.

Currently the byway is implementing **Heritage Center Sustainability Training**, a program to rejuvenate communities along the byway by addressing authenticity, sustainability and place-based tourism. The program delivers authentic visitor experiences through a hierarchy of visitor information and interpretive facilities. Communities along the byways, called Waypoint Communities, act as mini gateways and are an integral part of the delivery of the story and the

RESOURCES ON PROPERTY RIGHTS TOPICS

The Heritage Foundation

Its mission is to formulate and promote conservative public policies based on the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

www.heritage.org

Research Paper on National Heritage Areas

www.heritage.org/Research/Reports/2007/10/National-Heritage-Areas-Costly-Economic-Development-Schemes-that-Threaten-Property-Rights

Property Rights Foundation of America

Dedicated to the fundamental right to own and use private property.
www.prfamerica.org

Testimony by the Property Rights Foundation of America in Opposition to HR 4003 Hudson River Valley Special Resource Study Act

www.prfamerica.org/testimony/Testimony1-21-10HudsonRiverStudyAct.html

Coalition for Property Rights

Nonprofit, property rights education and advocacy organization based in Orlando, Florida.
www.proprights.com

byway experience. View details at www.lakestolocks.org. This project was funded in part by the National Scenic Byways Program and the Institute of Museum and Library Science.

Some Cases Of Byways And Property Rights Issues

As mentioned above, the Tamiami Trail National Scenic Byway in Florida was de-designated, in part due to property right concerns along the byway. The State Coordinator shared the story of the of the byway and de-designation process at the 2009 National Scenic Byways Conference. His presentation is online at www.bywaysresourcecenter.org/events/conferences/2009/presentations/.

Recently, a State-designated byway in Minnesota dealt with a local misunderstanding of a byway designation. A county planning exercise that described zones along scenic highways, including the Apple Blossom Drive, was construed to restrict building on private property along the byway. Concerned citizens approached a State senator who then introduced a bill to de-designate the byway. Byway supporters, along with the State Byway Coordinator, worked with the county planning department to offer their perspective, including testifying at the Senate Transportation Committee. In the end, both the byway supporters and the State Coordinator deferred to the county board to make the final decision

regarding de-designation, and the board reiterated its support.

Other byway designation efforts have been stalled or even derailed due to property right concerns. Segmenting out portions of a proposed or existing byway has occurred due to property rights concerns, too, to allow local jurisdictions to change zoning and or allow development or billboard construction that wouldn't have been allowed if that portion were included as the byway.

We hope to present case studies of some of these byways in the future.

Continuing the Discussion

There are many stories and examples regarding the development and management

of byways and property rights concerns. The answers are not one-size-fits-all. Developing an understanding of concerns involves time, patience and a lot of research. There are a number of websites, papers and resources available to aid in developing an appreciation of property rights concerns. A national networking call will be announced soon for a community-wide discussion on property rights concerns.

Please direct questions or ideas to the Resource Center at center@byways.org.



Byway Visions: The Yurok Tribe Of California

By Scott Sufficool, Former Tribal Liaison

The National Scenic Byways program has witnessed an increased interest by Indian Tribes in developing scenic byway programs. This increase is fueled by recognition of the great opportunities that the byway program creates for communities on and around reservations. A number of tribes have clearly recognized this opportunity and are setting a grand vision for their byways' futures. The Yurok Tribe of California is a primary example.

The Yurok Tribe has over 5,500 enrolled members and is the largest Indian Tribe in California. Its reservation is located in northern California and spans Humboldt and Del Norte Counties, starting at the confluence of the Klamath River and Bluff Creek and extending down-river to the mouth of the Klamath River at the village of Requa on the Pacific Ocean.

This past year, a National Scenic Byways Grant was awarded to the Yurok Tribe, making it the first tribe in California to begin developing a tribal scenic byway program. A clear vision has been set and numerous goals are awaiting implementation.

This includes working with partners to assess and plan cooperative consideration for designations of roads on and leading to the ancestral territory of the Yurok reservation. One of the prospective roads is the Bald Hills Road corridor, which provides visitors with access to the world's tallest trees in the "Tall Trees Grove" in the Redwood National Park. In addition, Bald Hills Road leads visitors to the breathtaking open bald meadows that give the road its name. A portion of Bald Hills Road is located in the Redwood National and State Park lands and is a significant gathering place for plant materials used in basket-making, medicines, foods and ceremonies of the Yurok people. The tribe also plans to develop cultural interpretation programs for visitors throughout the Yurok Scenic Byways program.

Another goal that will benefit the byway visitor is the Tribe's plan to establish the Yurok Tribal Park System (YTPS). The YTPS will showcase both the Yurok Tribe's culture and native terrain while preserving these resources for present-day uses by the Yurok people. In addition, an integrated

recreation trail is planned that will link the high mountains, stream and river valleys, and the coastal beaches.

The Tribe also has plans to acquire the 12.5-acre ancient Tsurai Village site in the Town of Trinidad. To accomplish this, the Tribe is partnering with the California Coastal Conservancy, City of Trinidad, the Tsurai Ancestral Society, and the Yurok Tribal Historic Preservation Office in drafting a management plan for the site. The plan will include developing a scenic trail, conducting ecological restoration, a possible village demonstration project and an active interpretive guide program.

The Yurok Scenic Byway Program and its vision aim to educate travelers who visit the ancestral territory of the Yurok Tribe. The development of the program will promote the unique local culture, rich history and diverse ecosystem supporting the region. "We want people to benefit from and appreciate driving across the Yurok Reservation. They have to know where they are to do that," said Yurok Chairman Thomas O'Rourke, Sr.



For more information about the Yurok Tribe's Scenic Byway program, please contact Javier Kinney, Yurok Transportation Manager, at jkkinney@yuroktribe.nsn.us.



Calendar

Send calendar entries by the 5th of each month to center@byways.org

2010

JUNE

June 15-16

The Section 106 Essentials
Riverside, California
Advisory Council on Historic Preservation
For more information, please visit:
www.achp.gov/106essentials.html

June 18

Advanced Section 106 Seminar
San Diego, California
Advisory Council on Historic Preservation
For more information, please visit:
www.achp.gov/106advanced.html

June 18-27

Gettysburg Festival
Gettysburg, Pennsylvania
For more information, please visit:
www.gettysburgfestival.org/

June 22-25

Accessibility Management in Parks, Recreation and Tourism
Portland, Oregon
National Center on Accessibility
For more information, please visit:
www.ncaonline.org/index.php?q=node/1276

JULY

July 7-8

The Section 106 Essentials
Kansas City, Missouri
Advisory Council on Historic Preservation
For more information, please visit:
www.achp.gov/106essentials.html

July 15

Advanced Section 106 Seminar
Seattle, Washington
Advisory Council on Historic Preservation
For more information, please visit:
www.achp.gov/106advanced.html

AUGUST

August 3

Advanced Section 106 Seminar
Washington, DC
Advisory Council on Historic Preservation
For more information, please visit:
www.achp.gov/106advanced.html

August 11

Staying Alive with Creative Partnerships Workshop
Fort Collins, Colorado
National Association for Interpretation
For more information, please visit:
www.nairegions.org/7/workshop7.html

August 11-14

Civic Tourism III
Fort Collins, Colorado
National Association for Interpretation
For more information, please visit:
www.interpnet.com/civic/

August 18-19

The Section 106 Essentials
Concord, New Hampshire
Advisory Council on Historic Preservation
For more information, please visit:
[/www.achp.gov/106essentials.html](http://www.achp.gov/106essentials.html)

SEPTEMBER

September 8-10

Ecotourism and Sustainable Tourism Conference 2010: Lead. Sustain. Engage.
Portland, Oregon
The International Ecotourism Society
For more information, please visit:
www.ecotourism.org/site/c.orLQKXPCLmF/b.4835409/k.FC85/Ecotourism_and_Sustainable_Tourism_Conference_ESTC_2010.htm

September 9

Advanced Section 106 Seminar
Cincinnati, Ohio
Advisory Council on Historic Preservation
For more information, please visit:
www.achp.gov/106advanced.html

September 9-12

Seventh Biennial Preserving the Historic Road Conference
Washington, D.C.
Preserving the Historic Road
For more information, please visit:
www.historicroads.org/

September 10-13

2010 Annual ASLA Meeting and Expo
Washington, D.C.
American Society of Landscape Architects
For more information, please contact:
www.asla.org/ContentDetail.aspx?id=10770

September 19-22

12th Annual American Indian Tourism Conference
American Indian Alaska Native Tourism Association (AIANTA)
Tulalip, Washington
For more information, please visit:
www.aianta.org/conference.php

September 22-25

"Winds of Opportunity" Annual Meeting
Oklahoma City, Oklahoma
American Association for State and Local History, Oklahoma Museums Association
For more information, please visit:
www.aash.org/2010AnnualMeeting.htm

OCTOBER

October 6-9

Tri-State Parks, Recreation and Trails Conference
West Yellowstone, Montana
Montana, Idaho and Wyoming Recreation and Parks Associations
For more information, please visit:
www.mtrpa.info/

October 12-14

2010 Tribal-State Transportation Conference
Tulalip Resort
Tulalip, Washington
For more information, please visit:
www.wsdot.wa.gov/tribal/

October 14-16

Sustainable Tourism Summit
Lake Tahoe, California
California Travel and Tourism Commission
For more information, please visit:
www.tourism.visitcalifornia.com/Industry/TravelIndustry/SustainableTourismSummit/

October 22-23

Washington State Trails Conference
Tacoma, Washington
Washington State Trails Coalition
For more information, please visit:
www.washingtonstatetrailscoalition.org/

October 25-26

The Section 106 Essentials
Austin, Texas
Advisory Council on Historic Preservation
For more information, please visit:
www.achp.gov/106essentials.html

October 26-30

National Preservation Conference 2010
Austin, Texas
National Trust for Historic Preservation
For more information, please call:
(202) 588-6092 or
email: conference@nthp.org

October 25-27

Alabama-Mississippi Rural Tourism Conference
Oxford, Mississippi
For more information, please contact:
Tom Chesnutt at (334) 844-3517,
or email chesnjt@auburn.edu
or visit: www.almsruraltourism.com/index.htm

NOVEMBER

November 14-17

National Trails Symposium
Chattanooga, Tennessee
American Trails
For more information, please contact:
American Trails office: (530) 547-2060
or symposium@americantrails.org

November 14-19

NCAI 67th Annual Convention
Albuquerque, New Mexico
National Congress of American Indians
For more information, please visit:
www.ncai.org/Conferences-Events.7.0.html

November 16-20

2010 NAI National Workshop: An Interpretation Oasis
Las Vegas, Nevada
National Association for Interpretation
For more information, please visit:
www.interpnet.com/workshop/

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